**Development Asia – Explainer**

*An explainer talks about a concept and/or a technical term relevant to development challenges, using plain language to discuss ideas and perspectives on the topic. Materials in a wide range of formats (e.g., videos, infographics) may be used to explain the underlying logic and perspectives that a concept and/or a technical term is trying to crystalize and convey to policymakers around the world and peers in development communities.*

*View* [*sample explainers*](https://development.asia/search/type/explainer) *on the website. For more information, contact ​*[*info@development.asia*](mailto:info@development.asia)*.*

1. **Basic Information**

1.1. Expert’s bio

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| **Expert**  **(Up to 50 words for each bio)** | Please provide a brief bio of the expert(s) associated with the content. The institution that holds the copyright of the original content may be listed along with the expert. Please provide a brief introduction of the institution.  Please include a link to the expert's LinkedIn page if available. Other social media links and contact information are welcome. |

1.2. Check box for sectors

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| **Sector** | Which sector does this article primarily address? You may select more than one but not more than three sectors. |

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| --- | --- | --- | --- |
|  | Agriculture and natural resources |  | Health |
|  | Capacity development |  | Industry and trade |
|  | Civil society |  | Information and communications technology |
|  | Climate change |  | Poverty |
|  | Economics |  | Private sector development |
|  | Education |  | Regional cooperation and integration |
|  | Energy |  | Social development and protection |
|  | Environment |  | Transport |
|  | Finance sector development |  | Urban development |
|  | Gender |  | Water |
|  | Governance and public sector management |  |  |

1.3. Check box for SDGs

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| **SDGs** | Choose which Sustainable Development Goal (SDGs) is most relevant to this article. Select up to 3 SDGs only. |

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| --- | --- | --- | --- |
|  | Goal 1: No Poverty |  | Goal 10: Reduced Inequalities |
|  | Goal 2: Zero Hunger |  | Goal 11: Sustainable Cities and Communities |
|  | Goal 3: Good Health and Well-being |  | Goal 12: Responsible Consumption and Production |
|  | Goal 4: Quality Education |  | Goal 13: Climate Action |
|  | Goal 5: Gender Equality |  | Goal 14: Life Below Water |
|  | Goal 6: Clean Water and Sanitation |  | Goal 15: Life on Land |
|  | Goal 7: Affordable and Clean Energy |  | Goal 16: Peace, Justice and Strong Institutions |
|  | Goal 8: Decent Work and Economic Growth |  | Goal 17: Partnerships for the Goals |
|  | Goal 9: Industry, Innovation and Infrastructure |  |  |

1.4. Keywords

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| **Keywords** | Add 5–10 keywords or phrases, including the topic and country/region (if applicable) to be included in the metadata. |

1.5. List of attachments

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| **Photos and other materials** | 1. Portrait photo of expert(s) and/or high-resolution logo of institution (see 1.1). 2. Please provide a photo that is most relevant to the content with a brief caption that tells the location and context of the photo. If you are submitting a copyrighted photo, please ask the copyright owner to sign the attached consent form.  * Photo caption: * Context: * Date: * Location:  1. You may submit additional materials that can support the content, such as annexes, infographics, videos, before-and-after photos, design plans, and other materials. |

1. **Content**

2.1. Definition in a box

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| **Definition**  **(100 words)** | Please define the concept and/or technical term. Use analogies or examples to illustrate its meaning. |

2.2. Main text (may include video/infographic)

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| **Main text**  **(800 words)** | Explainers create “a scaffold of understanding” that provides context for understanding a concept and/or a technical term used by experts in the development community.  You may use a Q&A format, short videos, and infographics to illustrate the logic and perspectives behind the concept/technical term with simple and easy-to-understand descriptions.  For some examples, check out [How Markets Can Help Us Adapt to Climate Change](https://www.nytimes.com/2016/07/21/upshot/letting-markets-guide-adaptation-to-climate-change.html) from the *New York Times* or [What’s the Deal With Algorithms?](http://www.slate.com/articles/technology/future_tense/2016/02/what_is_an_algorithm_an_explainer.html) from *Slate* magazine. The Asian Development Bank produces explainer videos (for example, [ADB's Project Cycle](https://www.adb.org/news/videos/adbs-project-cycle)) on a variety of topics, as well as [explainer infographics](https://www.adb.org/about/drivers-change) on the drivers of change that underpin much of its work. |

2.3. Resources

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| **Resources** | Please provide a list of references, including the original report if applicable, and/or recommended content (journal articles, publications, YouTube videos, etc.) that are relevant to the concept and/or the technical term you are explaining.  For books, use the following model for format and punctuation.  Author. Year. *Title in Italics*. City: Publisher.  Author. Year. *Title in Italics*. City: Publisher. page number.  For periodicals, use the following model for format and punctuation.  Author. Year. Title of Article. *Journal or Newspaper Title in Italics*. Volume  number (issue number).  Author. Year. Title of Article. *Journal or Newspaper Title in Italics*. Volume  number (issue number). page number.  Please provide links for resources that are available online. |

2.4. Blurb

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| **Short one-sentence blurb**  **(150 characters, including spaces)** | Write a short, relevant summary to inform and interest users. This one-sentence blurb will be displayed on the homepage and search results page of not only the Development Asia website but also search engines, such as Google.  A good blurb that contains relevant keywords will help researchers on the internet find your article.  Our editors can help you optimize your one-sentence blurbs for search engines. |

2.5. Title

|  |  |
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| **Suggest a title**  **(Up to 15 words)** | Please suggest a title that is intriguing and will draw the attention of the target audience. |